

## ORDER



**Orders**  
**Order / Rev:** 202861  
**Alt Order #:** 06848527  
**Product Desc:** 9/4-9/17 BARACK OBAMA  
**Estimate:** 1687  
**Flight Dates:** 09/04/12 - 09/17/12  
**Original Date / Rev:** 08/30/12 / 09/14/12  
**Order Type:** REG

**WVBT**

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency Name:** Greer Margolis & Mitchell  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue Northwest  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Obama For America (D)  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** P5  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** IN13209  
**Agency External ID:** IN117/SP159/AL1336

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 08/27/12   | 09/17/12 | 96      | \$18,900.00  | \$16,065.00 |

**Totals**

| Month          | # Spots   | Gross Amount       | Net Amount         | Rating      |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 96        | \$18,900.00        | \$16,065.00        | 0.00        |
| <b>Totals</b>  | <b>96</b> | <b>\$18,900.00</b> | <b>\$16,065.00</b> | <b>0.00</b> |

**Account Executives**

| Account Executive  | Sales Office | Sales Region | Start Date / End Date         | Order % |
|--------------------|--------------|--------------|-------------------------------|---------|
| Petry Philadelphia |              |              | Start Of Order - End Of Order | 100%    |

**Order Share**

|        | Share | Total       |
|--------|-------|-------------|
| WVBT   | 23%   | \$18,900.00 |
| Market | 100%  | \$82,173.91 |

**Competitive Share**

|       | Share | Total       |
|-------|-------|-------------|
| CABLE | 0%    | \$0.00      |
| NFLWS | 0%    | \$0.00      |
| UNKWN | 0%    | \$0.00      |
| WAVY  | 9%    | \$7,395.65  |
| WGNT  | 7%    | \$5,752.17  |
| WHRO  | 0%    | \$0.00      |
| WPEN  | 0%    | \$0.00      |
| WPXV  | 0%    | \$0.00      |
| WTKR  | 29%   | \$23,830.43 |
| WTVZ  | 7%    | \$5,752.17  |
| WVEC  | 25%   | \$20,543.48 |

| Ln           | Ch   | Start             | End             | Inventory Code           | Break | Start/End Time | Days              | Len | Spots       | Rate     | Pri           | Rtg  | Type | Spots | Amount   |
|--------------|------|-------------------|-----------------|--------------------------|-------|----------------|-------------------|-----|-------------|----------|---------------|------|------|-------|----------|
| E 1          | WVBT | 09/04/12          | 09/07/12        | M-F 4-5p<br>Steve Wilkos | CM    | 4-5p           | - TWTF - -        | :30 | 5           | \$100.00 | P4            | 0.00 | NM   | 5     | \$500.00 |
| STEVE WILKOS |      |                   |                 |                          |       |                |                   |     |             |          |               |      |      |       |          |
|              |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |          | <u>Rating</u> |      |      |       |          |
| Week:        |      | 09/03/12          | 09/09/12        | - TWTF - -               |       |                | 5                 |     | \$100.00    |          | 0.00          |      |      |       |          |
| E 2          | WVBT | 09/04/12          | 09/07/12        | M-F 5-6p<br>Maury        | CM    | 5-6p           | - TWTF - -        | :30 | 5           | \$100.00 | P4            | 0.00 | NM   | 5     | \$500.00 |



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 Flight Dates: 09/04/12 - 09/17/12

Advertiser: POL/Obama For America (D)  
 Product Desc: 9/4-9/17 BARACK OBAMA  
 Estimate: 1687  
**WVBT**

| Ln                            | Ch        | Start             | End             | Inventory Code                                   | Break | Start/End Time  | Days                  | Len             | Spots         | Rate                  | Pri           | Rtg        | Type        | Spots | Amount     |
|-------------------------------|-----------|-------------------|-----------------|--|-------|-----------------|-----------------------|-----------------|---------------|-----------------------|---------------|------------|-------------|-------|------------|
| E 14                          | WVBT      | 09/10/12          | 09/14/12        | M-F 7-730p<br>M-F 7-730p                         | CM    | 7-730p          | M-WTF--               | :30             | 5             | \$125.00              | P3            | 0.00       | NM          | 5     | \$625.00   |
| TMZ ON TV                     |           |                   |                 |  |       |                 |                       |                 |               |                       |               |            |             |       |            |
|                               |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                 | <u>Spots/Week</u>     |                 | <u>Rate</u>   |                       | <u>Rating</u> |            |             |       |            |
| Week:                         |           | 09/10/12          | 09/16/12        | M-WTF--  |       |                 | 5                     |                 | \$125.00      |                       | 0.00          |            |             |       |            |
| E 15                          | WVBT      | 09/17/12          | 09/17/12        | M-F 7-730p<br>M-F 7-730p                         | CM    | 7-730p          | M-----                | :30             | 1             | \$125.00              | P3            | 0.00       | NM          | 1     | \$125.00   |
| TMZ ON TV                     |           |                   |                 |  |       |                 |                       |                 |               |                       |               |            |             |       |            |
|                               |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                 | <u>Spots/Week</u>     |                 | <u>Rate</u>   |                       | <u>Rating</u> |            |             |       |            |
| Week:                         |           | 09/17/12          | 09/23/12        | M-----   |       |                 | 1                     |                 | \$125.00      |                       | 0.00          |            |             |       |            |
| E 16                          | WVBT      | 09/10/12          | 09/14/12        | M-F 730-8p<br>30 Rock                            | CM    | 730-8p          | M-WTF--               | :30             | 4             | \$125.00              | P3            | 0.00       | NM          | 4     | \$500.00   |
| ACCESS HOLLYWOOD              |           |                   |                 |  |       |                 |                       |                 |               |                       |               |            |             |       |            |
|                               |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                 | <u>Spots/Week</u>     |                 | <u>Rate</u>   |                       | <u>Rating</u> |            |             |       |            |
| Week:                         |           | 09/10/12          | 09/16/12        | M-WTF--  |       |                 | 4                     |                 | \$125.00      |                       | 0.00          |            |             |       |            |
| <u>Spot</u>                   | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                               |       |                 | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>           |               | <u>Rtg</u> | <u>Type</u> |       |            |
| 3                             | WVBT      | 09/10/12-09/16/12 |                 | M-F 730-8p                                       |       |                 | 730-8p                | M-WThF----      | :30           | <del>(\$125.00)</del> |               | 0.00       | NM          |       |            |
| See MG 16.5                   |           |                   |                 |  |       |                 |                       |                 |               |                       |               |            |             |       |            |
| [Product Separation Conflict] |           |                   |                 |  |       |                 |                       |                 |               |                       |               |            |             |       |            |
| 5                             | WVBT      | 09/14/12-09/14/12 |                 | WAVY News 10 on FOX 43                           |       |                 | WAVY News 10 o        | -----F----      | :30           | \$125.00              |               | 0.00       | NM          |       |            |
| Ⓜ MG for 16.3 09/13           |           |                   |                 |  |       |                 |                       |                 |               |                       |               |            |             |       |            |
| [Makegood]                    |           |                   |                 |  |       |                 |                       |                 |               |                       |               |            |             |       |            |
| E 17                          | WVBT      | 09/17/12          | 09/17/12        | M-F 730-8p<br>30 Rock                            | CM    | 730-8p          | M-----                | :30             | 2             | \$125.00              | P3            | 0.00       | NM          | 2     | \$250.00   |
| ACCESS HOLLYWOOD              |           |                   |                 |  |       |                 |                       |                 |               |                       |               |            |             |       |            |
|                               |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                 | <u>Spots/Week</u>     |                 | <u>Rate</u>   |                       | <u>Rating</u> |            |             |       |            |
| Week:                         |           | 09/17/12          | 09/23/12        | M-----   |       |                 | 2                     |                 | \$125.00      |                       | 0.00          |            |             |       |            |
| <u>Spot</u>                   | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                               |       |                 | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>           |               | <u>Rtg</u> | <u>Type</u> |       |            |
| 1                             | WVBT      | 09/17/12-09/23/12 |                 | M-F 730-8p                                       |       |                 | 730-8p                | M-----          | :30           | <del>(\$125.00)</del> |               | 0.00       | NM          |       |            |
| See MG 17.3                   |           |                   |                 |  |       |                 |                       |                 |               |                       |               |            |             |       |            |
| [Product Separation Conflict] |           |                   |                 |  |       |                 |                       |                 |               |                       |               |            |             |       |            |
| 3                             | WVBT      | 09/17/12-09/17/12 |                 | WAVY News 10 on FOX 43                           |       |                 | WAVY News 10 o        | M-----          | :30           | \$125.00              |               | 0.00       | NM          |       |            |
| Ⓜ MG for 17.1 09/17           |           |                   |                 |  |       |                 |                       |                 |               |                       |               |            |             |       |            |
| [Makegood]                    |           |                   |                 |  |       |                 |                       |                 |               |                       |               |            |             |       |            |
| E 18                          | WVBT      | 09/13/12          | 09/13/12        | Thur Hour 1<br>Thu 8-9p                          | CM    | 8-9p            | ---T---               | :30             | 1             | \$800.00              | P3            | 0.00       | NM          | 1     | \$800.00   |
| X-FACTOR                      |           |                   |                 |  |       |                 |                       |                 |               |                       |               |            |             |       |            |
|                               |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                 | <u>Spots/Week</u>     |                 | <u>Rate</u>   |                       | <u>Rating</u> |            |             |       |            |
| Week:                         |           | 09/10/12          | 09/16/12        | ---T---  |       |                 | 1                     |                 | \$800.00      |                       | 0.00          |            |             |       |            |
| E 19                          | WVBT      | 09/10/12          | 09/14/12        | WAVY News 10 on FOX 43<br>WAVY News 10 on FOX 43 | CM    | WAVY News 10 or | M-WTF--               | :30             | 8             | \$125.00              | P4            | 0.00       | NM          | 8     | \$1,000.00 |
| AM NEWS                       |           |                   |                 |  |       |                 |                       |                 |               |                       |               |            |             |       |            |
|                               |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                 | <u>Spots/Week</u>     |                 | <u>Rate</u>   |                       | <u>Rating</u> |            |             |       |            |
| Week:                         |           | 09/10/12          | 09/16/12        | M-WTF--  |       |                 | 8                     |                 | \$125.00      |                       | 0.00          |            |             |       |            |
| E 20                          | WVBT      | 09/17/12          | 09/17/12        | WAVY News 10 on FOX 43<br>WAVY News 10 on FOX 43 | CM    | WAVY News 10 or | M-----                | :30             | 2             | \$125.00              | P4            | 0.00       | NM          | 2     | \$250.00   |
| AM NEWS                       |           |                   |                 |  |       |                 |                       |                 |               |                       |               |            |             |       |            |
|                               |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                 | <u>Spots/Week</u>     |                 | <u>Rate</u>   |                       | <u>Rating</u> |            |             |       |            |
| Week:                         |           | 09/17/12          | 09/23/12        | M-----   |       |                 | 2                     |                 | \$125.00      |                       | 0.00          |            |             |       |            |
| E 21                          | WVBT      | 09/04/12          | 09/07/12        | M-F 12-1p<br>America's Court                     | CM    | 12-1p           | -TWTF--               | :30             | 8             | \$25.00               | P5            | 0.00       | NM          | 8     | \$200.00   |
| AMERICA'S COURT               |           |                   |                 |  |       |                 |                       |                 |               |                       |               |            |             |       |            |
|                               |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                 | <u>Spots/Week</u>     |                 | <u>Rate</u>   |                       | <u>Rating</u> |            |             |       |            |
| Week:                         |           | 09/03/12          | 09/09/12        | -TWTF--  |       |                 | 8                     |                 | \$25.00       |                       | 0.00          |            |             |       |            |
| E 22                          | WVBT      | 09/10/12          | 09/14/12        | M-F 12-1p<br>Wendy Williams                      | CM    | 12-1p           | M-WTF--               | :30             | 8             | \$25.00               | P5            | 0.00       | NM          | 8     | \$200.00   |
| WENDY WILLIAMS                |           |                   |                 |  |       |                 |                       |                 |               |                       |               |            |             |       |            |
|                               |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       |                 | <u>Spots/Week</u>     |                 | <u>Rate</u>   |                       | <u>Rating</u> |            |             |       |            |
| Week:                         |           | 09/10/12          | 09/16/12        | M-WTF--  |       |                 | 8                     |                 | \$25.00       |                       | 0.00          |            |             |       |            |
| E 23                          | WVBT      | 09/17/12          | 09/17/12        | M-F 12-1p<br>Wendy Williams                      | CM    | 12-1p           | M-----                | :30             | 2             | \$25.00               | P5            | 0.00       | NM          | 2     | \$50.00    |

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 Alt Order #: 06848527  
 Flight Dates: 09/04/12 - 09/17/12

Advertiser: POL/Obama For America (D)  
 Product Desc: 9/4-9/17 BARACK OBAMA  
 Estimate: 1687

WVBT

| Ln                            | Ch        | Start               | End                      | Inventory Code                                       | Break | Start/End Time        | Days            | Len           | Spots       | Rate                  | Pri | Rtg           | Type        | Spots | Amount      |
|-------------------------------|-----------|---------------------|--------------------------|--|-------|-----------------------|-----------------|---------------|-------------|-----------------------|-----|---------------|-------------|-------|-------------|
| WENDY WILLIAMS                |           |                     |                          |  |       |                       |                 |               |             |                       |     |               |             |       |             |
|                               |           | <u>Start Date</u>   | <u>End Date</u>          | <u>Weekdays</u>                                      |       | <u>Spots/Week</u>     |                 |               | <u>Rate</u> |                       |     | <u>Rating</u> |             |       |             |
| Week:                         |           | 09/17/12            | 09/23/12                 | M-----   |       | 2                     |                 |               | \$25.00     |                       |     | 0.00          |             |       |             |
| E 24                          | WVBT      | 09/08/12            | 09/15/12                 | MLB on Fox<br>MLB on Fox                             | CM    | MLB on Fox            | -----S-         | :30           | 3           | \$100.00              | P4  | 0.00          | NM          | 6     | \$600.00    |
| FOX SATURDAY BASEBALL         |           |                     |                          |  |       |                       |                 |               |             |                       |     |               |             |       |             |
|                               |           | <u>Start Date</u>   | <u>End Date</u>          | <u>Weekdays</u>                                      |       | <u>Spots/Week</u>     |                 |               | <u>Rate</u> |                       |     | <u>Rating</u> |             |       |             |
| Week:                         |           | 09/03/12            | 09/09/12                 | -----S-  |       | 3                     |                 |               | \$100.00    |                       |     | 0.00          |             |       |             |
| Week:                         |           | 09/10/12            | 09/16/12                 | -----S-  |       | 3                     |                 |               | \$100.00    |                       |     | 0.00          |             |       |             |
| E 25                          | WVBT      | 09/08/12            | 09/15/12                 | College Football Pregame<br>College Football Pregame | CM    | College Football P    | -----S-         | :30           | 1           | \$200.00              | P4  | 0.00          | NM          | 2     | \$400.00    |
| FOX COLLEGE FOOTBALL PRE-GAME |           |                     |                          |  |       |                       |                 |               |             |                       |     |               |             |       |             |
|                               |           | <u>Start Date</u>   | <u>End Date</u>          | <u>Weekdays</u>                                      |       | <u>Spots/Week</u>     |                 |               | <u>Rate</u> |                       |     | <u>Rating</u> |             |       |             |
| Week:                         |           | 09/03/12            | 09/09/12                 | -----S-  |       | 1                     |                 |               | \$200.00    |                       |     | 0.00          |             |       |             |
| <u>Spot</u>                   | <u>Ch</u> | <u>Date Range</u>   | <u>Description</u>       |  |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |             | <u>Rate</u>           |     | <u>Rtg</u>    | <u>Type</u> |       |             |
| 1                             | WVBT      | 09/03/12-09/09/12   | College Football Pregame |  |       | College Football F    | -----Sa--       | :30           |             | <del>(\$200.00)</del> |     | 0.00          | NM          |       |             |
|                               |           | See MG 25.3         |                          |  |       |                       |                 |               |             |                       |     |               |             |       |             |
|                               |           | [N/A]               |                          |  |       |                       |                 |               |             |                       |     |               |             |       |             |
| 3                             | WVBT      | 09/14/12-09/14/12   | Fri Hour 1               |  |       | 8-9p                  | -----F----      | :30           |             | \$200.00              |     | 0.00          | NM          |       |             |
|                               |           | Ⓜ MG for 25.1 09/08 |                          |  |       |                       |                 |               |             |                       |     |               |             |       |             |
|                               |           | [Makegood]          |                          |  |       |                       |                 |               |             |                       |     |               |             |       |             |
| Week:                         |           | 09/10/12            | 09/16/12                 | -----S-  |       | 1                     |                 |               | \$200.00    |                       |     | 0.00          |             |       |             |
| N 26                          | WVBT      | 09/08/12            | 09/15/12                 | College Football<br>College Football                 | CM    | College Football      | -----S-         | :30           | 1           | \$300.00              | P3  | 0.00          | NM          | 2     | \$600.00    |
| FOX COLLEGE FOOTBALL          |           |                     |                          |  |       |                       |                 |               |             |                       |     |               |             |       |             |
|                               |           | <u>Start Date</u>   | <u>End Date</u>          | <u>Weekdays</u>                                      |       | <u>Spots/Week</u>     |                 |               | <u>Rate</u> |                       |     | <u>Rating</u> |             |       |             |
| Week:                         |           | 09/03/12            | 09/09/12                 | -----S-  |       | 1                     |                 |               | \$300.00    |                       |     | 0.00          |             |       |             |
| Week:                         |           | 09/10/12            | 09/16/12                 | -----S-  |       | 1                     |                 |               | \$300.00    |                       |     | 0.00          |             |       |             |
| N 27                          | WVBT      | 09/09/12            | 09/16/12                 | Fox NFL Pre Game<br>Fox NFL Pre Game                 | CM    | Fox NFL Pre Gam       | -----S          | :30           | 1           | \$300.00              | P4  | 0.00          | NM          | 2     | \$600.00    |
| FOX NFL PRE-GAME              |           |                     |                          |  |       |                       |                 |               |             |                       |     |               |             |       |             |
|                               |           | <u>Start Date</u>   | <u>End Date</u>          | <u>Weekdays</u>                                      |       | <u>Spots/Week</u>     |                 |               | <u>Rate</u> |                       |     | <u>Rating</u> |             |       |             |
| Week:                         |           | 09/03/12            | 09/09/12                 | -----S   |       | 1                     |                 |               | \$300.00    |                       |     | 0.00          |             |       |             |
| Week:                         |           | 09/10/12            | 09/16/12                 | -----S   |       | 1                     |                 |               | \$300.00    |                       |     | 0.00          |             |       |             |
| N 28                          | WVBT      | 09/09/12            | 09/09/12                 | NFL Redskins<br>NFL Redskins                         | CM    | NFL Redskins          | -----S          | :30           | 1           | \$2,800.00            | P3  | 0.00          | NM          | 1     | \$2,800.00  |
| REDSKINS FOOTBALL             |           |                     |                          |  |       |                       |                 |               |             |                       |     |               |             |       |             |
|                               |           | <u>Start Date</u>   | <u>End Date</u>          | <u>Weekdays</u>                                      |       | <u>Spots/Week</u>     |                 |               | <u>Rate</u> |                       |     | <u>Rating</u> |             |       |             |
| Week:                         |           | 09/03/12            | 09/09/12                 | -----S   |       | 1                     |                 |               | \$2,800.00  |                       |     | 0.00          |             |       |             |
| N 29                          | WVBT      | 09/09/12            | 09/09/12                 | Fox NFL Reg Season 4p<br>Fox NFL Reg Season 4p       | CM    | Fox NFL Reg Sea       | -----S          | :30           | 2           | \$2,000.00            | P3  | 0.00          | NM          | 2     | \$4,000.00  |
| NON-REDSKINS FOOTBALL         |           |                     |                          |  |       |                       |                 |               |             |                       |     |               |             |       |             |
|                               |           | <u>Start Date</u>   | <u>End Date</u>          | <u>Weekdays</u>                                      |       | <u>Spots/Week</u>     |                 |               | <u>Rate</u> |                       |     | <u>Rating</u> |             |       |             |
| Week:                         |           | 09/03/12            | 09/09/12                 | -----S   |       | 2                     |                 |               | \$2,000.00  |                       |     | 0.00          |             |       |             |
| N 30                          | WVBT      | 09/12/12            | 09/12/12                 | Wed Prime Other 1<br>Wed 8-10p                       | CM    | 8-10p                 | --W----         | :30           | 1           | \$800.00              | P3  | 0.00          | NM          | 1     | \$800.00    |
| SO YOU THINK YOU CAN DANCE    |           |                     |                          |  |       |                       |                 |               |             |                       |     |               |             |       |             |
|                               |           | <u>Start Date</u>   | <u>End Date</u>          | <u>Weekdays</u>                                      |       | <u>Spots/Week</u>     |                 |               | <u>Rate</u> |                       |     | <u>Rating</u> |             |       |             |
| Week:                         |           | 09/10/12            | 09/16/12                 | --W----  |       | 1                     |                 |               | \$800.00    |                       |     | 0.00          |             |       |             |
|                               |           |                     |                          |  |       |                       |                 |               |             |                       |     |               | Totals      | 96    | \$18,900.00 |